GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2171
ANSWERED ON:11.12.2015
Rating of TV Programmes
Premachandran Shri N.K.

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government proposes to implement a centralised system for accessing the rating of TV Programmes under the control of the Government and if so, the details thereof;

(b) whether the proposals from Doordarshan requesting for implementing a centralised system for accessing the rating of programmes is pending with the Government, if so, the reasons therefor and the corrective measures taken by the Government in this regard;

(c) whether it comes to the notice of the Government that the private agencies are operating system for accessing the rating of programmes in the channels create unhealthy practice for canvassing advertisements; and

(d) if so, the details thereof along with the action taken to control such agencies and regulate a system for accessing the rating of programmes?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL RAJYAVARDHAN RATHORE (Retd.)

(a) to (d): The Ministry has notified policy guidelines for Television Rating agencies in India on 16.01.2014 for granting permission to Television Rating Agencies in India. These guidelines are available on website of Ministry at www.mib.nic.in. Any eligible entity can apply for obtaining such permission.

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